

Message Text

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72

ACTION ARA-20

INFO OCT-01 ISO-00 SS-20 SP-03 EB-11 COME-00 MMS-03 PER-05

ABF-01 RSC-01 DRC-01 /066 W
----- 073100

R 071645Z JUN 74

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC 4324

UNCLAS MANAGUA 2225

E.O. 11652: N/A

TAGS: AFSP, NU

SUBJECT: FY 1974, 1975, 1976 COMMERCIAL BUDGETS - NICARAGUA

REF : STATE 98756

1. POST'S ESTIMATES OF RESOURCES NEEDED FOR COMMERCIAL
PROGRAMS FOLLOW:

	ACTUAL	ESTIMATED
	1974	1975 1976

A. TRADE PROMOTIONAL REPRESENTATION	500	600	600
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NARRATIVE JUSTIFICATION: THE BOOMING
ECONOMY OF POST-EARTHQUAKE MANAGUA PRO-
VIDES UNUSUAL OPPORTUNITIES FOR AM-
ERICAN BUSINESSMEN. KEEPING ABREAST
OF DEVELOPING TRADE OPPORTUNITIES
REQUIRES THAT THE ECONOMIC AND COM-
MERCIAL OFFICERS ACTIVELY MAINTAIN
CONTACTS WITH BOTH GOVERNMENT OFF-
ICIALS AND PRIVATE SECTOR LEADERS.
ADEQUATE REPRESENTATION FUNDS ARE AN
INDISPENSIBLE TOOL TO CARRY OUT
THIS FUNCTION.

B. COMMERCIAL TRAVEL	100	500	575
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NARRATIVE JUSTIFICATION: IN ORDER TO BE
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BETTER INFORMED ON ECONOMIC DEVELOPMENTS

AND TRADE OPPORTUNITIES OUTSIDE THE MANAGUA AREA, THE COMMERCIAL OFFICER SHOULD TRAVEL EXTENSIVELY THROUGHOUT THE COUNTRY. FOR THIS REASON, SEVEN ONE-DAY TRIPS AND ONE WEEK LONG TRIP TO THE EAST COAST OF NICAJA HAVE BEEN BUDGETED. ALSO INCLUDED ARE TWO TRIPS TO SAN JOSE TO COORDINATE PUBLICATION OF A JOINT NEWSLETTER.

C. COMMERCIAL LIBRARY 600 900 700

NARRATIVE JUSTIFICATION: AN IMPORTANT ACTION OF THE JANUARY-JUNE 1974 COMMERCIAL ACTION PROGRAM WAS TO UP-DATE AND IMPROVE THE COMMERCIAL LIBRARY, WHICH WAS PARTIALLY DESTROYED IN THE DEC 1972 EARTHQUAKE. A PURCHASING SCHEDULE HAS BEEN DRAWN UP TO INSURE THAT VOLUMES IN THE LIBRARY ARE KEPT UP-TO-DATE AND THAT NEW WORKS ARE ADDED TO TAKE ADVANTAGE OF NEW BUSINESS OPPORTUNITIES. THE COMMERCIAL LIBRARY IS AN EXTREMELY VALUABLE TOOL IN OUR COMMERCIAL PROMOTION PROGRAM; IT IS USED BY A LARGE NUMBER OF NICARAGUAN BUSINESSMEN TO LOCATE US SUPPLIERS OF MERCHANDISE.

D. COMMERCIAL NEWSLETTER -0- 640 750

NARRATIVE JUSTIFICATION: THE EMBASSY HAS UNTIL RECENTLY PUBLISHED A QUARTERLY 5-10 PAGE COMMERCIAL NEWSLETTER USING EMBASSY MIMEOGRAPH FACILITIES WHICH DO NOT PROVIDE FOR ILLUSTRATIONS. BEGINNING IN JUNE 1974 THE EMBASSY BEGAN PUBLISHING A BI-MONTHLY NEWSLETTER JOINTLY WITH THE EMBASSY IN SAN JOSE WHICH HAS ACCESS TO OFFSET PRINTING FACILITIES. THE RESULT IS A NEWSLETTER WITH MUCH GREATER

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ATTRACTION AND BROADER APPEAL. BEGINNING WITH THE FIRST ISSUE IN FY 1975 THE MAILING LIST WILL BE EXPANDED FROM 250 TO 600.

E. CONTRACT SERVICES -0- -0- -0-

NARRATIVE JUSTIFICATION: NONE

F. POSITIONS - NO. -0-

NARRATIVE JUSTIFICATION: NONE

G. WORKLOAD STATISTICS:

WTDR'S	212	200	200
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ADS	21	25	25
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FOREIGN TRADERS INDEX	-0-	800	150
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TRADE OPPORTUNITIES	55	75	90
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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
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TAGS: AFSP, NU
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